

# Applications of Natural Coloring

Expanding Product Line – February 2009



Applications	Color Hue	Product Name	Concentration	Product Code	
<b>ANNATTO EXTRACT, WATER SOLUBLE (Kosher for Passover)</b>					
Ice Cream, Snack Food	Yellow to Orange	Annatto WS 10 <sup>1</sup>	1.0% Norbixin	423011	
Natural Cheese, Snack Food, Cereal, Baked Goods		Annatto WS 14 <sup>1</sup>	1.4% Norbixin	423013	
		Annatto WS 20 <sup>1</sup>	2.0% Norbixin	423015	
		Annatto WS 28	2.8% Norbixin	423016	
		Annatto WS 38	3.8% Norbixin	423017	
Dry Mix, Baking Mix, Soup Mix, Spice Blends, Meat Rubs, Snack Food	Orange	Annatto P 75	7.5% Norbixin	423097	
		Annatto P 150	15.0% Norbixin	423098	
<b>ANNATTO EXTRACT, EMULSIONS (Kosher Pareve)</b>					
Fruit Drinks, Butter, Sherbet, Yogurt, Baked Goods, Seasoning	Yellow Orange to Red Orange	Annatto EM 25 AP	2.5% Bixin	423154	
Salad Dressing, Snack Food, Baked Goods, Confectionery, Coffee Creamer		Annatto EM 27	2.7% Bixin	423055	
Cheese, Snack Food, Beverages, Frozen Desserts, Sherbet, Yogurt	Yellow to Orange	Annatto/Turmeric EM 1035	1.0% Bixin 3.5% Curcumin	468153	
		Annatto/Turmeric EM 1818	1.8% Bixin 1.8% Curcumin	468155	
<b>ANNATTO EXTRACT, OIL SOLUBLE (Kosher Pareve)</b>					
Processed Cheese	Yellow to Orange	Annatto OS 07 KP (Kosher for Passover)	0.7% Bixin	423031	
		Annatto OS 07 <sup>2</sup>	0.7% Bixin	423030	
Processed Cheese, Margarine, Butter, Spreads, Vegetable Oil, Salad Dressing, Snack Food, Baked Goods, Confectionery Coating		Annatto OS 15	1.5% Bixin	423033	
		Annatto OSS 40	4.0% Bixin	423035	
Processed Cheese, Margarine, Popcorn Oil, Frosting, Baked Goods, Confectionery Coating		Annatto OSS 75	7.5% Bixin	423038	
		Annatto/Paprika OS 1218	1.2% Bixin 18,000 CU Paprika	428035	
Processed Cheese, Snack Food, Frosting, Baked Goods		Annatto/Paprika OS 1310	1.3% Bixin 10,000 CU Paprika	428034	
		Annatto/Paprika OSS 5038	5.0% Bixin 38,000 CU Paprika	428036	
Salad Dressing, Seasoning, Snack Food		Orange	Annatto/Paprika OSS 5038	5.0% Bixin 38,000 CU Paprika	428036
Processed Cheese, Salad Dressing, Margarine, Popcorn Oil, Frosting, Baked Goods, Confectionery Coating		Yellow	Annatto/Turmeric OSS 3530	3.5% Bixin 3.0% Curcumin	428134

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<b>BETA-CAROTENE</b>				
Beverages, Dairy, Desserts, Baked Goods, Confectionery, Savory, Sauces	Yellow to Orange	Natural Beta-Carotene WD 10	1.0% Beta-carotene	483002
		Natural Beta-Carotene WD 20	2.0% Beta-carotene	483001
		Natural Beta-Carotene P 10	1.0% Beta-carotene	483000
<b>PAPRIKA EXTRACT</b>				
Processed Cheese, Salad Dressing, Sauces, Snack Food, Frosting, Cereal, Baked Goods	Red Orange	Paprika OS 40	38,000 - 42,000 CU	443134
		Paprika OS 100	95,000 - 105,000 CU	443137
<b>TURMERIC (CURCUMIN)</b>				
Pickles, Relishes, Hot Peppers, Mustard, Cereal, Lemon Yogurt, Ice Cream, Snack Food, Pet Food	Green Yellow	Turmeric WS 80	8.0% Curcumin	461014
<b>BETALAIN</b>				
Dairy and Soy Beverages, Yogurt, Kefir, Ice Cream, Frosting, Confectionery	Red Purple to Red	Red Beet WS 10 <sup>1</sup>	1.0% Betanin	462013
Dry Mix		Red Beet P 05 <sup>1</sup>	0.5% Betanin	462091
<b>ANTHOCYANIN</b>				
Beverages, Fruit Prep., Ice Cream, Sauces, Salad Dressing, Cereal	Red at pH 3.5	Elderberry WS 05 <sup>1,3</sup>	0.5% Anthocyanin	402012
		Elderberry WS 10 <sup>1,3</sup>	1.0% Anthocyanin	402015
		Elderberry WS 25 <sup>1,3</sup>	2.5% Anthocyanin	402017
		Elderberry Color Concentrate WS 35 <sup>1</sup>	3.5% Anthocyanin	402018
Dry Mix		Elderberry P 75 <sup>1</sup>	7.5% Anthocyanin	402095
Beverages, Fruit Prep., Ice Cream, Sauces, Salad Dressing, Cereal	Purple at pH 3.5	Elderberry/Grape Skin WS 07 <sup>1</sup>	0.7% Anthocyanin	408012
	Purple Red at pH 3.5	Elderberry/Chokeberry WS 10 <sup>1</sup>	1.0% Anthocyanin	408015
	Red Purple at pH 3.5	Purple Sweet Potato WS 42 <sup>2</sup>	4.2% Anthocyanin	466000
		Red Cabbage WS 58 <sup>2</sup>	5.8% Anthocyanin	441000
Ice Cream, Frosting, Sugar, Confectionery	Blue at pH 5.5	Blue WS	1.0% Anthocyanin	colorMaker
Dry Mix		Blue P	0.5% Anthocyanin	colorMaker

<sup>1</sup> Organic compliant (according to 7CFR Parts 205.606 and 205.105)

<sup>2</sup> Organic compliant version is available

<sup>3</sup> Exclusive for Canada

WS = Water Soluble  
 WD = Water Dispersible  
 EM = Emulsion  
 OS = Oil Soluble

OSS = Oil Soluble Suspension  
 P = Powder  
 AP = Acid Proof (to pH 3.5)  
 KP = Kosher for Passover

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